

"This Message Has Been Brought To You By . . ."



You have been awarded the Thomas Jefferson Public Education grant to address a growing problem in America. The T.J. grant provides funding to better educate the public about the principles and ideals of our democracy.

This year's T.J. grant requires that the public learn more about the key ideas in the Declaration of Independence and why these ideas are important today. To get these messages to the public, the grant provides funding for public service announcements (PSAs) to be created and shared with the public coast-to-coast. The PSAs can be in the following formats:

- 30-second television spot
- 30-second radio spot
- billboard
- full-page newspaper ad

You will join a team of historians, artists, and writers to create a PSA that educates others about two points:

1. The important ideas about government expressed in the Declaration of Independence.
2. Why these ideas are important to America today.

Once you are in your groups, you'll complete the following steps:

1. Discuss and agree on what are the most important ideas about government in the document. Write what you agree on.
2. Discuss and agree on why these ideas are important to our lives today. Write what you agree on.

3. Choose the format for your PSA: 30-second television spot, 30-second radio spot, billboard, or full-page newspaper ad.
4. Create your PSA to educate others on the two points above. Your PSA should:
 - Catch people's attention.
 - Educate them about the two items above.
 - Convince them it's important.

Everyone in your group should work together. Look at your work through the eyes of:

Historians: Check for accuracy. Is what we are saying factual and historically accurate?

Writers: Check for clarity and persuasiveness. Is our meaning clear? Does our PSA convince people to think these ideas and messages are important?

Artists: Check for high interest. Is our presentation interesting and creative? Will it catch people's attention? Will they remember it?

5. Prepare to present your PSA to others. Be prepared to explain how your group decided what the most important ideas in the Declaration of Independence are and why these ideas are important today. Be prepared to answer questions about your decisions and the way you presented your ideas in the PSA.